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Strong for good

MyNetworkTV (My20 to local viewers) began its run last year with a heavy dose of English-language telenovelas. However, the format didn't prove as popular with general audiences nationwide as it is among Latin viewers. So the network, owned by Fox parent News Corp., recently reshuffled its programming, skewing to a younger -- and male -- audience.

It's working. Ratings at the fledgling network are up, mostly because of the new series "IFL Battleground." The show, which airs matches from the world's first team-based professional mixed martial arts league, garnered record numbers for MyNetworkTV in its first few weeks.

Mixed martial arts, also known as MMA, has been called the world's fastest-growing sport.

Tonight's episode of "IFL Battleground," airing on My20 at 8, features the brotherly rivalry of world champions Ken and Frank Shamrock. The show takes viewers behind the scenes as they build their teams for their first ever head-to-head matchup. "Battleground" also goes international for the first time with the Tokyo Sabres, led by Japanese champion Ken Yasuda.

P&G to back Mo's show

Procter & Gamble agreed to sponsor the third season of Oxygen's reality hit "Mo'Nique's F.A.T. Chance," and the company's products will be integrated into on-air and online aspects of the show, reports TVWeek.com.

P&G, which is ranked No. 1 in advertising spending, is looking to connect with black consumers for its Pantene and Cover Girl brands. Financial terms of the deal were not disclosed.

The products will be featured in a beauty lounge during casting calls in Los Angeles, Chicago and Dallas. They will also be featured in on-air vignettes and used in online elements.

Hosted by Baltimore born comic Mo'Nique, the show celebrates full-figured women and culminates in a beauty pageant where one of the participants will be crowned Miss F.A.T. Chance.

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